requestor associated with the requestor identity field from the CID data; categorizing a plurality of advertising presentations according to demographic information; selecting an advertising presentation according to the demographic information of the requestor; generating a timestamp value associated with the time the request was received; querying the music recording broadcast database using the station field and the timestamp value to identify the music recording; and returning the query results and the advertising presentation to a destination associated with the requestor identity field.

ABSTRACT

[Para 56]   A method of identifying a music recording substantially contemporaneously with the broadcast of the music recording including the steps of: establishing a music

recording broadcast database whereby music recordings are

identified by an automated software process as music

recordings are broadcast from a plurality of different stations;

receiving a request for the music recording substantially

contemporaneous with its broadcast by a telephone call, the

request comprising a station field established by DNIS and a

requestor identity field established by CID; generating a

timestamp value associated with the time the request was

received; querying the music recording broadcast database

using the station field and the timestamp value to identify the

music recording; and returning the query results to a

destination associated with the requestor identity field.

DRAWINGS